



**business  
beat**

Edited by  
Evelyn Twitchell

*the* **JACK LAURIE  
GROUP**



**HOW MANY PEOPLE DOES THE COMPANY EMPLOY?** More than 250 people in Ft. Wayne and Indianapolis.

**ANYTHING EXTRAORDINARY/ UNIQUE ABOUT YOUR COMPANY?** It's a great advantage to be a local business, yet still, have the buying power of a large corporation. It keeps costs down while we concentrate on the personal customer service our clients deserve. Our team works closely with our customers from product selection to installation.

**HOW DID YOU DECIDE TO WORK WITH THIS BUSINESS?** After my kids left home for bigger things, I knew I was ready for something different. With a passion for design and experience in sales, I felt drawn to the home design/remodeling business.

**TELL US ABOUT YOUR BACKGROUND.** I was born in St. Louis and graduated from University of Missouri's business school. My husband's work has taken us overseas to Athens, Greece, for two years, then more recently to England for four years. Last year, I earned my Master Gardener's certificate.

**WHAT DO YOU LIKE BEST ABOUT YOUR JOB?** Seeing the lovely new products come through the door is great fun. But I suppose what I love the most is interacting with the customers, helping them find the perfect product for their home.

**GIVEN YOUR BUSINESS EXPERTISE AND THE NATURE OF WHAT YOU DO, WHAT ADVICE CAN YOU OFFER TO THE RESIDENTS OF YOUR NEIGHBORHOOD?** Look at flooring as the backdrop to your design. Do you want your backdrop to stand out or recede? Are you looking for a fun change, or for something that will be in style for years to come? Please feel free to call me for an appointment in your home or our showroom to discuss any flooring changes you may need. I'm offering an extra 10 percent off to Austin Oaks residents!

**YOUR NAME:** Nina Zimm

**FAMILY MEMBER NAMES:** Eric (husband), Sarah (24), and Jason (21).

**STREET WHERE WE LIVE:** Summit Circle.

**COMPANY NAME:** Jack Laurie Home Floor Designs.

**YOUR POSITION:** Residential Sales Consultant.

**WEBSITE:** www.jacklauriegroup.com

**PHONE NUMBER:** 317-650-4867

**BUSINESS ADDRESS:** 200 S. Rangeline Rd., Carmel, in the Indiana Design Center.

**DESCRIBE YOUR COMPANY.** The Jack Laurie Group provides and installs commercial and residential flooring. A locally-owned family business, Jack Laurie Group has been operating for more than 50 years. I work on the residential side, selling wood flooring, carpet, tile and luxury vinyl core products.



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